

Subject: RE: Urbanize site design refresh - feedback request
From: Nick Griffin </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=B0E600226AC647E7AF61B0D6034CEED6-NGRiffin>
Date: 08/07/2017 07:25 AM
To: Christopher Loos <chris@urbanize.la>

I like V5 the best. Having the picture under the headline actually makes it pop more, whereas when it is above, it seems like it could be mistaken for a large ad. Don't like the banner ad across the length of the photo in other versions because it breaks it up in an unpleasant way and also risk associating the ad with the photo. Let me know if you want other specific feedback.

From: Christopher Loos [mailto:chris@urbanize.la]
Sent: Thursday, August 03, 2017 5:39 PM
To: Nick Griffin <ngriffin@downtownla.com>
Subject: Urbanize site design refresh - feedback request

Hi Nick,

So we've embarked on a site design refresh and are looking for some feedback from readers and stakeholders. As someone who knows our site and is on the same page as us in terms of promoting LA's transformation, we value your opinion. Would you mind taking a look at these wireframes? Each one is a variation on an updated article page.

Variation 1: <https://invis.io/7CCTQJZ5F#/246333963> Urbanize LA Detail R1 V1
Variation 2: <https://invis.io/7CCTQJZ5F#/246333962> Urbanize LA Detail V2
Variation 3: <https://invis.io/7CCTQJZ5F#/246333959> Urbanize LA Detail R1 V3
Variation 4: <https://invis.io/7CCTQJZ5F#/246333958> Urbanize LA Detail V4
Variation 5: <https://invis.io/7CCTQJZ5F#/246333961> Urbanize LA Detail V5
Variation 6: <https://invis.io/7CCTQJZ5F#/246333960> Urbanize LA Detail V6

Password: **urbanize**

Things to keep in mind:

- The black and white is intentional, as we're still thinking about layout and don't want to dive into a color palette discussion just yet.
- Right now we're most interested in feedback about the top portion of the layouts, i.e. "above the fold". This includes everything down to where the article text begins (banner, title, neighborhood tag, leaderboard ad placement, etc.)

Thanks in advance. Hope all is well with you!

Thanks,

Chris

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Chris Loos
Co-founder & CTO
chris@urbanize.la

RE: Urbanize site design refresh - feedback request

www.urbanize.la

ph. 213.537.2157